Educational Workshops and Presentations

SEDAC partnered with other community organizations such the Asheville Downtown Association and the Asheville Convention and Visitors Bureau to co-sponsor and provide collaborative educational opportunities through several events in 2006:

- Collaborative trip between SEDAC, the Downtown Commission, City Council, and community leaders to Greenville, SC to learn about Greenville's Wayfinding program, Signage, Urban Development and TIF program.

- Roger Brooks, a noted destination expert, conducted a tourism audit of Asheville and identified areas for improvement through a series of workshops, presentations, and discussions.

- Terry Shook, an internationally recognized architect, made a community presentation on the importance of good design, branding, and master planning for cities.

- Frank Duke, City of Durham's Planning Director, made a community presentation on Form Based Codes.

Office of Economic Development
29 Haywood Street, Asheville, NC 28801
www.ashevillenc.gov

2006 SEDAC MEMBERS

The SEDAC Committee consists of 19 members appointed by City Council, and one member of City Council (appointed by City Council) serves as liaison to the SEDAC Committee.

The SEDAC Committee was established by City Council as an advisory committee to City Council, the City Manager, and the Director of Economic Development on matters pertaining to or affecting economic development within the City.

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SUSTAINABLE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

2006 ANNUAL REPORT

Maintain an overview on the economic health of the City and those programs, initiatives and developments impacted.

Propose priorities among those programs, initiatives, investments, & developments to be supported by the City which will have the most positive impact on improving the long-term, sustainable, economic health of the City of Asheville while adhering to the basic underlying principles including: affordability, sustainability, livability, commitment to quality, maximizing job creation, promoting creation of local wealth capital, and insuring equal opportunity for all citizens.

Seek advice and information, invite and receive presentations, conduct research, formulate strategy, make recommendations, and, where necessary, propose programs, initiatives, financing alternatives, & developments to further established goals.

Review and make recommendations on economic development policy to be established by Council.

Coordinate between City and other economic development organizations and initiatives within the region.

A Brief History

In 2000, the Asheville City Council adopted a Sustainable Economic Development Strategic Plan, & established the Sustainable Economic Development Implementation Task Force to implement the Plan.

In 2005, the Task Force became a standing City committee as the Economic Development Advisory Committee (EDAC).

In 2006, the word "Sustainable" was added to EDAC's name to better convey the work of the committee, thus SEDAC.

Also, in 2006 the City's Office of Economic Development was reorganized and assumed the role as staff to SEDAC.

SEDAC & The HUB Project

Using the Sustainable Economic Development Strategic Plan, as well as the 17 strategic goals of the HUB Project, SEDAC's primary areas of focus during the course of 2006 were:

- Modeling/GIS/Visualization - collaborative GIS-based visualization project

- Civic Center

- Economic Development Policy Direction

- SEDAC Focus/Priorities/Goals: The Asheville Agenda

- City Owned Property and the RFQ Process

- Wayfinding

- TIF Funding

- Support for Arts Based Economic Development

Four subcommittees were established as a means to accomplish these areas of focus:

- River Redevelopment
- Development, Land Use, Infill, Process
- Small Business Development
- Cultural, Arts, Visualization

Guest Speakers

Throughout 2006, SEDAC received valuable information from guest speakers on topics of interest and/or projects on which the Committee was engaged.

- Tom Tvedit, Director of the Chamber's Asheville Metro Research Center, presented information on economic indicators and performance for the Metro area for 2005.

- Cathy Ball, City Engineer, presented a summary of the City of Asheville's various active floodplain management studies and infrastructure improvement studies.

- Dan Baechtold, Metropolitan Planning Organization (MPO) Coordinator for the City of Asheville, gave a presentation on the MPO's long range transportation plan goals. The City of Asheville is the lead agency for transportation in the MPO.

- Alan Thornburg, NC DOT Board member, presented NCDOT's upcoming projects in Buncombe County, upcoming projects in the French Broad/Swannanoa River District, and outlined NCDOT's planning and decision-making process.

- Linda Giltz of the Land of Sky Regional Council gave a presentation on potential barriers encountered on Infill and Brownfield development in the Land of Sky service area.

- Brenda Mills, Minority Business Program Coordinator for the City of Asheville, made a presentation on the MBE Program of work.

- Regina Trantham, developer of Mica Village, a brownfield redevelopment project, shared her experiences in development of the project, the cost of brownfield redevelopment, grants that are available, & her experiences working with the City on the project.

- Greg Walker-Wilson, Executive Director of Mountain Microenterprise Fund (MMF), which is an advocate for small business, outlined MMF's purpose and goals.

Moving Forward – 2007
The Asheville Agenda

In the fall of 2006, SEDAC was requested by City Council to develop a list of achievable goals, possible funding sources, the resources needed to achieve those goals and an implementation plan.

Moving forward in 2007, SEDAC's short list of goals are:

- Riverway

- Workforce/live-work housing

- Jobs

- Education

- Financing Tool Kit

- Revised comprehensive downtown plan

- Core Services